

HARROGATE  
BUSINESS IMPROVEMENT DISTRICT

# Annual Review

2021



# Foreword

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Welcome to our 2021 Annual Report, which outlines our activities of the last 12 months. Without question, it has been an exceptionally busy, demanding and rewarding year for Harrogate BID, and I hope you will agree with me that it has been one where we have continued to make a positive difference in the town centre.

As in 2020, Covid was the dominant factor. We entered 2021 on the back of a third national lockdown, and during this period the Board continued to meet (virtually) on a monthly basis, ensuring that when restrictions were lifted, we were able to support our Levy Payers in reopening, and to deliver the objectives set out in our business plan.

The beginning of the year also saw us welcome a number of new faces to our Board. These were: Bokmun Chan from the Studley Hotel & Orchid Restaurant, Nick Hubbert from Hoopers, Wayne Topley from Cedar Court Hotels and Dan Siddle from The Crown Hotel. I'm delighted to add that Lesley Wild and Jim Mossman, who were co-opted in the summer of 2020, also become Board members. I'd like to thank all my fellow Directors for the support they have not only given to me, but also to our BID Manager, Matthew Chapman.

Matthew, who brought with him a wealth of experience having previously worked at Leeds BID and Huddersfield BID when he joined us on May 1, replaced our interim BID Manager Simon Kent. Simon has played a major part in the Harrogate BID story, having initially been appointed in April 2020 for a three-month period to help steady the ship and get the organisation back on an even keel. This he did, and plenty more besides. We certainly owe him a debt of gratitude, and to this I add my own personal thanks.

In the pages of this review, you will be able to read about our 'well-known windows', the incredibly popular Lego trail, the launch of the Loyalfree app, our efforts to make Harrogate safe, clean and welcoming, some of the partners we have worked with over the last 12-months, and our extensive Christmas campaign.

And, with 2021 behind us, it's now time to implement our exciting plans for the coming year, ones that we are confident will help increase town centre footfall, and ensure Harrogate remains a popular and appealing destination to work, live, shop, eat and drink.

**Sara Ferguson**  
Chair, Harrogate BID

# Welcome

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Although I'm sure I have met many of you in person, for those of you who I may not have had the opportunity of meeting just yet, I'm Matthew Chapman and have been lucky enough to be the BID Manager of Harrogate BID for the past seven months.

Through this report you will see the many positive events, promotions, projects, campaigns and incentives delivered by the BID over the past 12 months. This is something I'm incredibly proud to have played a small part in. From Lego and street art to clean streets and promotional campaigns, it has certainly been an excitingly busy time that I'm confident will go up a notch in 2022.

For me, Harrogate is unique; a place of pride, a town of traditions and very much the jewel in Yorkshire's crown. I cannot wait to further cement the BID's place in shaping Harrogate's present and future.

Over recent weeks, I have been asked what is the most satisfying project delivered in my short time here in Harrogate, and I can honestly say it was the collaborative approach that made Christmas 2021 in Harrogate one of the best in living memory. This approach is certainly something I plan to champion in 2022, and I encourage you to join us further in continuing to deliver our five year business plan for the good of the town.

After the past couple of years it's difficult to predict just what 2022 will bring, but the strength and tact shown during recent times to refocus and adapt is a shining example of what can be done when we all pull together. I stand ready to do very much the same again that I know will keep Harrogate a flourishing and thriving town and destination.

Having worked in the BID sector for a little while, I'm passionate that a BID belongs to the businesses within the BID area, and I openly welcome you contacting the BID Team and me with any questions, suggestions or recommendations.

I thank you and all our Partners for your continued support and look forward to 2022!

**Matthew Chapman**  
**Harrogate BID Manager**



# 2021 In Numbers

Over **100,000** LEDs featured in 2021's Christmas lights display.

**11** models, **1** live build, and over **5500** interactions were created by the Harrogate Lego Trail.

**£28,415** is now 'locked in' to spend in Harrogate thanks to sales of the Harrogate Gift Card.

**125** pieces of media coverage were garnered by the BID's activity in 2021, with an estimated coverage views of digital press articles reaching 1.45 million.

**40,000 SQ M** of pavements and street furniture in the retail heart of the town, were powerwashed by the BID Clean Team in 2021.

Over **265** businesses are currently being promoted for free on the LoyalFree App, which has seen 35,000 interactions with the public in 6 months.

**1200** cars utilised our 'Free After Three' parking scheme, attracting shoppers into the town centre on the typically quieter days in the run up to Christmas.

Harrogate Beer Week generated an estimated economic impact for the town. **£36,063**

The Harrogate Hosts have logged **533** reports and and interactions within the BID area in 2021.

Over **£10,000** in match funded Business Improvement Grants was shared with BID Levy paying businesses in 2021.

40% of total spend

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# Marketing, Promotions & Events

Harrogate BID has worked to offer a rich calendar of installations, events and activities across the year, working with local partners to bring this to life. These events – from street theatre to celebrations - have provided a hook, interest and the extra appeal that serves to entice people into the Harrogate town centre, driving footfall, increasing dwell-time, and bringing tangible economic benefits to businesses.



*A vibrant town centre is a place where people want to be.*

The last year has been a particularly busy one for us in terms of Marketing, Promotions and Events, and we have been delighted with the response from Levy Payers, business partners, visitors and strategic partners alike.

However, with Covid restrictions in place until early August, the ever changing landscape of restrictions brought with it additional complications and difficulties.

### **Loyal Free App**

In June, the Harrogate BID teamed up with the award-winning place promotion app: LoyalFree, to launch an innovative new scheme aimed at boosting trade and helping businesses to bounce back from the Covid-19 lockdown.

Harrogate became the thirty-first town in the UK to adopt the digital platform, which provides information for locals and visitors alike, such as exclusive deals and loyalty schemes, fun local events and interesting trails.

The app – paid for by the BID - provides a completely free opportunity for Levy Payers to promote themselves, their offers, and their events to locals and visitors alike. Businesses also benefit from advertising opportunities, customer insights and social media support, which in turn increases both visitors to the town centre, and sales, by encouraging consumers to shop, eat and drink locally.

### **Harrogate Lego Trail**

Our major trail of the school summer holiday consisted of 11 Lego models, including a number unique to Harrogate, placed in shop windows around the town. The 'original' small-scale masterpieces included Harrogate Town mascot Harry Gator, Bettys Harrogate Café, The Turkish Baths, and The Great Yorkshire Showground's main ring.

The three-week event - which also featured as a key trail on the new LoyalFree App - kicked-off with a live-build, where members of public were invited to help create a large scale 4m x 4m white Yorkshire rose, which was displayed in Victoria Shopping Centre from August 1 (Yorkshire Day) until the last day of the trail.

*Delivering the BIDS business plan, and its key objective of driving more people into the town centre.*

### **Ping Pong Parlour**

In September we threw the doors open to a pop-up Ping-Pong Parlour in Harrogate's Victoria Shopping Centre.

Situated in a first floor unit, it was officially opened by a number of sporting celebrities - former Republic of Ireland international and Leeds United Manager: David O'Leary, Leeds Rhinos RLFC and Leeds Tykes RUFC director: Gary Hetherington, Leeds Tykes Captain: Jake Brady, and England Table Tennis Head Performance Coach: Matt Stanforth, were the first to take to the tables within Harrogate BID's new indoor sports venue.

The pop-up Ping-Pong Parlour, which was open seven days a week during retail hours, until early December, boasted four tables for public use. As bats and balls were provided, all that players need to do is bring an opponent.

### **Halloween**

With Halloween approaching, Lego bricks gave way to our Halloween activities, ensuring an appealing, activity full, town centre that could be enjoyed by visitors of all ages.

Bringing new life to a vacant town centre unit, we installed a spookily dressed Halloween themed photobooth, with a variety of backdrops to encourage people to come along, to get into character and to take a selfie for social media – with the additional appeal of winning one of three Harrogate Gift Cards.

Taking the fun across the BID area were our street performers: Trick & Treat, who lurched their way around Harrogate town centre, entertaining visitors and shop staff alike.

A Halloween-themed interactive trail on our LoyalFree app highlighted 13 locations around the town centre. Each of these locations featured a QR code, which took participants to a webpage that hosted short, interactive purpose-built videos, focusing on spooky stories from the Harrogate District. Running alongside the trail participants were entered into a free prize draw to win a family ticket for the newly launched Harrogate Ghost Walk.





*The strength in our work comes embracing Harrogate's strengths, and by forming partnerships between businesses within the town.*

We are fortunate in Harrogate to have several strongly established arts and cultural organisations, who put our town at the centre of their work. The arts are integral to a thriving town, are vital to placemaking, and can help to give residents a new perspective, to reinvigorate the area, to create community and to promote Harrogate.

By supporting our cultural sector, we create a happier, more vibrant community that we can all be proud to be a part of, and this year we have been delighted to sponsor a number of cultural events.

### **In Memoriam**

In May, we co-sponsored an outdoor art installation dedicated to those who lost their lives to Covid, and to the health workers and carers who worked tirelessly throughout the pandemic.

Delivered by Harrogate International Festivals, artist Luke Jerram's 'In Memoriam' featured 120 flags created from hospital bed sheets. For ten days this impactful installation - depicting a medical symbol - flew high above the West Park Stray. Achieving significant press and TV coverage, alongside featuring in a host of beautiful imagery, the artwork enticed visitors from across the region and beyond into the town centre.

### **Harrogate 1571**

This celebratory art installation and tourist attraction, focused light – and sound – on Harrogate's fascinating spa history.

The impressive '1571 - The Waters That Made Us' highlighted one of the most historic locations within the BID area: Crown Place, with an immersive art scape by renowned sound and lighting artists: Dan Fox, and James Bawn. It was produced by Harrogate International Festivals with partners the Royal Pump Rooms and the Mercer Art Gallery, and supported by Harrogate BID.

Featuring an immersive soundscape composed entirely of water sounds - from the underground source to the well head in the Pump Room - alongside a stunning bespoke lighting installation, 1571 celebrated Harrogate's historic roots, and the 450th anniversary of William Slingsby discovering the spa waters.

Locals and visitors alike were invited to wander along the cobbled street, to immerse themselves in activity and to celebrate Harrogate, with hundreds of people visiting across its seven night duration.

A focus on Christmas delivery, ensured that footfall increased in the town centre in this key shopping period.

### Christmas - All Wrapped Up

Planning for our 2021 Christmas campaign began just days after packing away our Naughty Elf which spearheaded our 2020 festive activities (which had been somewhat muted by Covid).

Once again, our Christmas lights have been our single biggest annual investment, and this year we illuminated more streets than in 2020 – including Commercial Street and Princes Square.

First to be switched on, in the first week of November, were the red pea lights adorning the trees around Harrogate's cenotaph. The remaining lights, plus the Christmas present adjacent to the cenotaph, were switched on the weekend after Remembrance Sunday, heralding the official start of our Christmas 2021 campaign.

For the second year running we teamed up with the Rotary Club of Harrogate to sponsor the Christmas Shop Window Competition, which attracted more than 30 entries, adding to this year's magical look and feel.

This year, we partnered with Harrogate Borough Council and Visit Harrogate to make Harrogate Destination Christmas, which proved a huge success and put a large smile on the faces of our town centre businesses.

For our part, we co-funded a Helter Skelter, Victorian Carousel, Big Wheel and, for the 12 days of the Christmas Fayre - which replaced the four-day Christmas Market - the Candy Cane Express - which transported shoppers across the town centre.

The North Pole Post Office, located at Harrogate International Festivals' Cheltenham Parade office, was reopened thanks to our support, and whilst last year the Naughty Elf caused havoc around the town, this year he took up position within Victoria Shopping Centre to help raise funds for Harrogate Hospital & Community Charity.

Our Harrogate Father Christmas Experience saw us team up with The Crown Hotel, Harrogate International Festivals and Enchantica to deliver a fantastic and fun festive experience for children and parents alike, where the stars of the show were Father Christmas and his chief elf, Tinsel. Launched on Sunday November 21, The Harrogate Father Christmas Experience ran for a total of 14 days, and entertained a combined audience of more than 3200 people.





Harrogate BID's activities across 2021 garnered an impressive 125 pieces of press coverage, with digital press seeing an estimated 1.45M coverage views.

# Press Coverage & Media Positioning

Local newspapers - both print and online - are a trusted source of information for millions of people across the country, providing them with a reliable source of information concerning the immediate world around them. They offer the unique opportunity to raise awareness whilst also gaining a place at the heart of the local community.

Despite the restrictions placed on our plans by the Covid-19 pandemic, the Harrogate BID has been extremely busy in 2021. We had to change many of our plans, and at times, redirect the focus on our energies, but this did not stop us delivering an impressive amount of projects across the year and driving a great deal of attention to the town centre.

2021 saw us continue to build our relationships with the important local media outlets, positioning ourselves as a knowledgeable voice of authority. We have been called upon to offer comment on a variety of matters affecting the town centre across numerous media platforms, as well as issuing our own news stories and press releases around our plans, promotions, and activity.

We also partnered with a number of online and print publications in 2021 - which included both the Harrogate Advertiser and the Stray Ferret - to help promote activities in our calendar of delivery: The Harrogate Gift Card, two audio tours of the town centre and our Harrogate Father Christmas Experience.

Local coverage was a key media focus for the Harrogate BID across the year, in order that we could communicate key messages, and to attract both visitors and locals alike.

In 2021 the work of the Harrogate BID attracted an impressive 125 pieces of press coverage, with digital press garnering an estimated 1.45M coverage views - which is an increase of 45% on 2020.

1% of total spend

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# Access & Car Parking

**Our continued investment, and dedication to improving the customer experience, access, and car parking in the Harrogate Town Centre, has incentivised shopping in the BID area, increasing both footfall and dwell-time, and in turn making a valuable economic impact.**



*Through the BID, we can respond to the challenges facing the town centre and seize the opportunity to ensure Harrogate can thrive.*

### **Free After Three**

Free parking in the run up to Christmas was what the town's retailers asked for, and we were delighted to once again fund a festive free parking initiative.

Our 'Free After Three' offer was designed to encourage shoppers into the town during quieter times of the week. Victoria Car Park – with its direct link to Victoria Shopping Centre – was again selected as the chosen location, and those arriving by car after 3pm on Monday, Tuesday, Wednesday and Thursday, were able to park for free.

With over 1200 cars utilising this scheme, Free After Three increased visitors to the town centre.

### **Sunday Freeway**

We have been delighted to announce that we will be partnering with Transdev again to sponsor its Sunday Freeway for the months of January and February 2022.

This initiative will allow passengers to ride the Harrogate Bus Company's Electrics buses on services 2A, 2B, 3 and 6, which link the highly concentrated residential areas: Bilton, Dene Park, The Knox, Jennyfield and Pannal Ash with the town centre, free of charge.

On the two previous occasions we have sponsored the Sunday Freeway it drastically increased the number of passengers heading into Harrogate town centre - carrying 42% more passengers on average than a typical Sunday, and over 70% more people than in the same week's year-on-year.

Over a year that could equate to 20,000 more people visiting the town centre on Sundays.

*A vibrant town centre with good access, encourages people to visit it, spend time in it, and return to it - time and time again,*

## **Accessibility**

June saw a Harrogate charity's quest to promote accessibility within businesses being given a helping hand from Harrogate BID.

With a remit to increase footfall in the Harrogate town centre, we funded a set of 250 stickers for Disability Action Yorkshire to give to shops, bars and restaurants, highlighting that they welcome and have accommodations - if required - for disabled customers.

The stickers are part of the charity's ongoing accessibility campaign, which has recently seen it working with independent retailers on Commercial Street. as they hope to cash in on the 'Purple Pound' – the consumer spending power of disabled people and their families, which is estimated to be worth billions of pounds to the UK economy.

At the time, Disability Action Yorkshire Chair Jackie Snape said: "I'd like to thank Harrogate BID for funding these window stickers, which will alert disabled people to the fact these businesses have a different approach to accessibility.

"What they highlight is that if people can't physically enter the premises, then staff will be more than happy to come out to them, which more and more shops are now happy to do."

## **Lobbying for Electric Charging Points**

As part of our campaign to create accessibility and longevity for the Harrogate town centre, in 2021 we began lobbying the Local Authority for further electric vehicle charging points.

Out of all areas in North Yorkshire, Harrogate has seen the largest increase in motorists switching to electric vehicles in recent years, and it is vital that as part of this step change that the town has sufficient vehicle charging points. Not only will this help to deliver a more sustainable future for the town - looking ahead to 2030 and beyond – but it will also ensure that Harrogate holds its own against the larger surrounding cities as a place to visit, work and shop.

It is vital that we continue to invest in infrastructure for cars, particularly off-street car parking, park and ride, improved signage, and electric car charging to ensure that Harrogate can thrive and prosper for many more generations.



31% of total spend

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# Safe, Clean & Welcoming

We've strategically invested 31% of the total BID project budget to enhance the BID area, ensuring an atmospheric, clean and attractive year-round destination for all town centre users, which is extremely important for first impressions, to attract repeat local footfall, and to draw people back to the retail heart of the town.



Over 40,000 sq m of pavement were deep cleaned by the BID Clean team in 2021.

### **Clean Team**

According to a poll we ran in 2020, our BID Levy Payers saw a safe, clean and welcoming town centre as a number one priority for Harrogate BID.

Throughout 2021, our Clean Team continued to deliver a superb and unrivalled additional cleansing service for our Levy Payers, above and beyond the day-to-day maintenance delivered by Harrogate Borough Council.

With the country locked down until after Easter, we started our 'spring clean' at the end of February, working to ensure that Harrogate town centre would look pristine as businesses began welcoming back customers.

Key areas were identified, and over 40,000 sq m of pavements across the town including East Parade, Tower Street, Bower Road, and the 'One Arch' pedestrian tunnel were deep cleaned in 2021.

In August, the cleaning crew focused on weed removal, and three nights in a row the team pulled, dug and used herbicides on unwanted plants across a wide area of the town centre, including key areas on Victoria Avenue, Cambridge Street, Albert Street, Crescent Road and Oxford Street.

For our Levy Payers, it's imperative that Harrogate looks its best at all times, ensuring that Harrogate is an attractive place for shoppers to visit, and in turn benefitting the local economy.

### **Addressing Issues on the Streets**

We have once again supported the continued expansion and delivery of the Harrogate Homeless Project through an annual grant of £15,000.

This grant funding is committed for four years - with 2021 being the second year of funding -, with the aim of reducing issues around homelessness, begging and wider antisocial issues within the town.



*We are reinvigorating the profile of our town centre, and through our work we are promoting it not only to visitors but also to local people.*



### **Welcoming Street Art**

Two town centre pedestrian cut-throughs have – and will – benefit from our Safe, Clean and Welcoming objective, with welcoming artwork instigated and funded by the BID to improve these key approaches within the town centre.

In June, we asked Harrogate residents and businesses for their ideas to help give the drab Cambridge Place – which links Oxford Street and Cambridge Street – a colourful makeover. For this initiative, we have partnered with town-centre based charity Artizan International, who have created nine eye-catching mosaics, each a letter to spell our Harrogate, which are very soon to be installed in the blocked-out windows on the side of the Boots building, on Cambridge Place.

And anyone taking a short cut through Cross James Street – the once shabby snicket between Market Place and James Street – can't fail to see the wonderful mural on the side of Monsoon. The painting, the work of Harrogate artist Sam Porter from Mural Minded, features wildlife, fields and the Crimple Valley Viaduct.

It has added a real splash of colour, and we received plenty of comments about Sam's work, which also generated a great deal of mentions on social media, and attracted footfall into the town centre.

The mural also caught the eye of Yorkshire in Bloom judges, who awarded the mural a certificate of excellence in the Best of Yorkshire 2021 Yorkshire in Summertime awards.

### **Floral Baskets**

Following the success and popularity of the barrier baskets, hanging baskets and large planters in 2020, which were widely praised for making the town centre feel more friendly and colourful, the BID continued our dedication in this area.

By installing 190 floral baskets we have help to boost Harrogate's floral credentials, as well as ensuring our BID area streets are appealing to visitors and locals alike.





*We believe in working collaboratively, and supporting all businesses across the Business Improvement District to create, develop and promote the Harrogate town centre.*

### **Well Known Windows**

Empty shop units have given us an opportunity to tell the tale of Harrogate's connection to famous people.

In April, we installed the first of our 'Well Known' window vinyls in the former Hotter store on the corner of Cambridge Street and Market Square, followed by a town centre wide rollout of the campaign.

This project is a collaboration between the Harrogate BID, Harrogate historian: Malcom Neesam, creative agency: The Lift Agency, and signs and graphic experts: De-signs.

The Hotter windows feature Sir Edward Elgar, The Beatles, and Louis Armstrong. Composer Elgar was a regular visitor to the town, staying at both the Crown Hotel and the Majestic Hotel, whilst the Beatles and jazz trumpeter Armstrong played at the Royal Hall. Other well-known names featured in the campaign include Winston Churchill, Karl Marx and Agatha Christie.

Not only has this made the empty units more attractive, improving the overall feel of the town centre at this difficult time for many businesses and retailers, but the trail of local history also created another reason to visit the town.

### **Safety**

When it comes to residents and visitors feeling safe, we are exploring the possibility of a Public Space Protection Order for Harrogate town centre. Through regular feedback and evidence we have collated through our BID Members, we have mounting concerns about the anti-social behaviours regularly seen in the town centre, and the number of hoops Police Officers and PCSOs have to jump through to counteract these behaviours.

We have been backed in our application by Harrogate District Chamber of Commerce and several major retailers including Victoria Shopping Centre and Marks & Spencer.

6% of total spend

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# Business Plus

It has been another exceptionally difficult year for businesses in the Harrogate Town Centre, due to the impact of the pandemic.

A thriving town centre is a place that people want to be. We have carefully invested in promoting the BID area, introducing new platforms to attract customers, and creating activity to support the business community.



Throughout 2021 the Harrogate BID has provided over £10,000 in match funded grants.

### **Harrogate Gift Card**

The Harrogate Gift Card continues to be a popular addition to the BID's work.

Currently accepted in a wide variety of over 90 shops, bars, restaurants, and hotels across the town centre, it is helping to lock in spend for Harrogate businesses. For every £1 loaded on to this pre-paid gift card guarantees that £1 will be spent locally, benefiting our town centre.

In 2021 650 gift cards were sold, locking in £28,415 to be spent in our local economy. As a levy-payer it's free and easy to accept the gift card. There's no additional hardware or software required, no joining fee and you can now sign-up in seconds on-line. Make sure you are signed up to accept the Harrogate Gift Card and share in the benefit of additional promotion and economic benefit, in the town centre.

### **Harrogate BID Club**

The Harrogate BID Club is our monthly, free to attend networking event for businesses within the BID area.

In addition to a dedicated and welcoming space to meeting with fellow town centre business owners and managers, each event provides the opportunity to meet the BID Board and delivery team, to learn more about our plans and projects, and to share any concerns that the BID can help with.

### **Business Improvement Support Grants**

Throughout 2021 Harrogate BID has provided over £10,000 in match funded financial grants to allow levy paying businesses to make improvements to their street frontages and the accessibility of their premises, as well as making supporting any adjustments needed for businesses to reopen following lockdown.

Each levy paying business is eligible to apply for funding of up to £750 towards improvement works or equipment. 2021 has been a year of unprecedented pressures for businesses in the town centre, and through our improvement grants we are helping to ensure that Harrogate remains a desirable place to do business.

*Our Harrogate Hosts are there to support your business,  
and are our eyes and ears on the streets.*

### **Communicating with you**

We work hard as a BID team, using every tool at our disposal to share important and interesting information, helping you to stay engaged and updated.

We use all available digital platforms, and our Harrogate Hosts, to keep the information flowing. Do make sure you are following us on social media, and that you are on our mailing list, as digital communications are a great way to stay informed, engaged, and to ensure you are best positioned to ensure your business benefits from the work of the Harrogate BID.

Our Harrogate Hosts are not just a key communication conduit and a friendly welcome to the town, they are there to support your business in any way they can and work to raise any issues with HBC, NYCC and North Yorkshire Police.

In the last 12 months the Harrogate Hosts have ensured over 530 direct reports from, and interactions with, BID level payers. They are our eyes and ears on the street.

### **Area Support**

Ahead of 'non-essential' shops being able to re-open their doors on 12th April, the Harrogate BID provided an eye-catching banner at the top of Commercial Street, helping promote this mecca for independent businesses.

We were asked by Sue Kramer from Crown Jewellers - who is spearheading an awareness-raising campaign for the street - if we could provide a sign to help lure shoppers to their part of town. As our remit is to draw footfall into the town centre, and promote the fantastic mix of businesses which help make Harrogate the very special place it is, we readily agreed to the request.

Sue Kramer said: "The council has given us a new bench for shoppers to sit and rest, have cleaned the high-level road signs, and BID has provided floral displays and this new banner. To say I'm over the moon is an understatement."





*The BID acts to amplify your voice, ensuring that your views are heard when key decisions that will impact your business and the town centre are made.*

### **Station Gateway Project**

In February, North Yorkshire County Council announced it had secured almost £7.9m (later increased to £10.9m) in funding to improve 'active transport' in the Harrogate town centre. As part of this the Harrogate Station Gateway Project proposed some major changes to the infrastructure to encourage more people to access the town via public transport, bicycle and on foot. These proposed changes included: pedestrianising James Street, reducing Station Parade to a single carriageway, widening footpaths, creating dedicated cycle lanes and improving the 'public realm' outside Victoria Shopping Centre.

Within our role working for the businesses of Harrogate, the BID acts to amplify your voice, ensuring that your views are heard when key decisions that will impact your business and the town centre are made.

Whilst broadly welcoming the investment, and the overall aims of the scheme, we urged caution, highlighting that the town centre economy was in a fragile state, and pressed that we needed to be confident that the proposed changes would ensure Harrogate could thrive and prosper, long into the future.

We also stated that it was essential that we continue to invest in infrastructure for cars, particularly off-street carparking, park and ride, improved signage, and electric car charging to ensure that Harrogate can thrive and prosper for many more generations. After the publication of the results of the initial consultation, and in partnership with Harrogate District Chamber of Commerce and Independent Harrogate, a survey was sent out to hundreds of local businesses, including our Levy Payers. Seventy-nine per cent of those who responded believed reducing Station Parade to a single carriageway would be of no benefit to town centre businesses, and 68 per cent felt likewise to pedestrianising James Street. However, 74 per cent were in favour of improving the area in front of Victoria Shopping Centre.

At the end of the second round of consultation, we again acted on behalf of our Levy-Payers, reiterating the fact that a significant percentage of Harrogate's economy is driven by visitors from outside the town and the district, who arrive by car, and it was vital to ensure that Harrogate remains welcome to them – and that they are not driven away by any changes made.

*2% of total spend*

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# Evening & Night Time Economy

The Harrogate BID spearheads and supports initiatives to improve the operation of the evening and night time economy, and to ensure that it remains high-quality, attractive, and safe.

The evening and night time economy refers to business that operate between 5pm and 5am and involves a wide range of businesses and a diverse group of customers. Our initiatives are developed in association with those operating at these times, with the North Yorkshire Police, and Harrogate Borough Council, to develop and maintain a safe environment in our town centre that appeals to all – in turn, driving trade and making a valuable economic impact.



### **Harrogate Beer Week**

With BID support, the inaugural Harrogate Beer Week took place in September 2021. Organised by Raucous Agency, it comprised 37 events in seven days, across 13 venues, showcasing all five Harrogate breweries and a several special guest speakers, each with a national/ international profile and network in modern beer.

More than 1,000 people participated in the events, and it is estimated that Harrogate Beer Week generated approximately £20,000 in additional spend in the town.

Beer lovers attended from across the UK, and an estimated £8,500 increase in direct takings were reported across participating venues.

### **The Pubwatch App**

Spring 2021 saw the BID support Harrogate PubWatch in launching a new app that warns pubs, bars and clubs about troublemakers drinking in the town so that they can be excluded upon trying to gain entry across venues – ensuring a safer evening and night-time economy.

Protecting staff, customers and businesses is of vital importance for a thriving town centre. Our partnership with The Harrogate PubWatch group – a collaboration between licensed venues within the town - plays a significant part in efforts to reduce crime and address safety concerns across the town.

In addition, supported by the Harrogate BID in 2021, Harrogate Pubwatch expanded to include a wider range of venues to help support the café culture that emerged in the town in-line with Covid restrictions, and to deal with greater visitor numbers.

By supporting Harrogate venues to work together to exclude troublemakers, we can offer a safe, secure, and appealing experience to those who simply want to enjoy the huge range of hospitality on offer in our town.

### **Lighting Schemes**

Listening to concerns from the evening and night time business community, in 2021 we developed attractive and practical lighting schemes to make darker areas of the town feel safer.

This included work to install festoon lighting schemes along core town centre routes, including Cross James Street, Crown Place and Cambridge Place.

# Testimonials

Every year, the Harrogate BID works in partnership with, and on behalf of a variety of businesses and organisations to make our town centre vibrant, attractive, safe, and an appealing place both to visit, and to do business.

This is a small representative selection of comments and testimonials that we've received from some of our BID Levy Payers and partners demonstrating the impact of our work.



“Thanks to the BID we were - for the first time - able to make contact with other shops regarding town centre issues. We were put in contact with the police and were able to start a dialogue with them, and feel comfortable that they had a presence.

This has been most helpful. So far, the BID have taken everything seriously, from cleaning to the homeless issues. Thank you.”

**Ambre Labatut - The Works**

“The BID are moving things in the right direction, and we can see you're been helpful to the town as well as ourselves. We've appreciated the help and support you've given us we look forward to working with you through community dialogue and meetings in 2022.”

**Aide - Clintons**

“This is the first year Harrogate got really Christmassy! There has certainly been more people around, the streets have been busier. From our experience, customers have been vocal in saying how fantastic and magical it all looks, from the lights through to the rides and train.

Thanks BID, this year we did Christmas in Harrogate!”

**Helen Bainbridge - Virgin Money**

“It's great to feel involved in the town centre issues, and what we see as being important to Harrogate such as general cleanliness and presentation. The BID has been pro-active in this area which is all very positive. The general improvement is noticeable.”

**Simon - Jo Malone**

“Overall, I think a light has been switched on for Harrogate. Cleaning the streets has been improved and the floral baskets and arrangements look amazing.

Well done for getting the ball rolling in bringing the Christmas Market to the town centre, it's brought new people into the town and has been good for trade. The Free After Three parking campaign was also a great initiative.

As a levy payer, we feel confident that the BID is making a difference to Harrogate and will go from strength to strength.”

**Melanie - Lakeland**

“We love the planters donated by the BID which have given the (James) street a new lease of life. The positioning of the Christmas Market this year was brilliant which has led to more footfall for ourselves and fellow retailers.

We like how involved the BID are in making contact and keeping us informed of upcoming events, as well as taking our feedback. It shows that you actively care.”

**Sophie - Hugh Rice**

“Overall, the BID have been instrumental in creating a strong community vibe by connecting us with other businesses. Before this last year, we felt quite isolated but through BID led initiatives we now support each other more, we share things, whether it be the condition of the planters or the need for additional street cleaning. The town certainly looks nicer, with a great community atmosphere which customers feed off. It feels like a place people genuinely want to visit.

Christmas has been amazing this year, for the first time my customers commented on this... they loved the way the experiences were spread out, it felt like an adventure!

The real difference has been the BID having such a strong street presence, we now feel connected to the town centre in a way that has given us real ownership.”

**Katy - Cooplands**

# Financial Summary

1st December 2020 - 30th November 2021

## Overview

	£
Total 2021 BID Levy Due	555,985
Total 2021 BID Collected	469,293
Total 2021 Voluntary BID Levy Collected	900
<b>Total 2021 BID Levy Collected</b>	<b>470,193</b>
<b>% of 2021 BID Levy Collected</b> <i>(Above the national average)</i>	<b>84%</b>

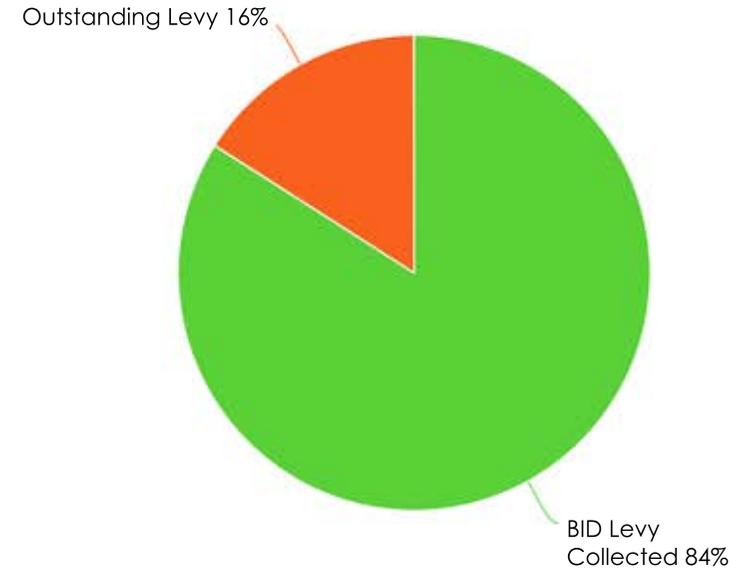
## Income 2021

	£
BID Levy Collected	469,293
2021 Voluntary BID Levy Collected	900
<b>Total</b>	<b>470,193</b>

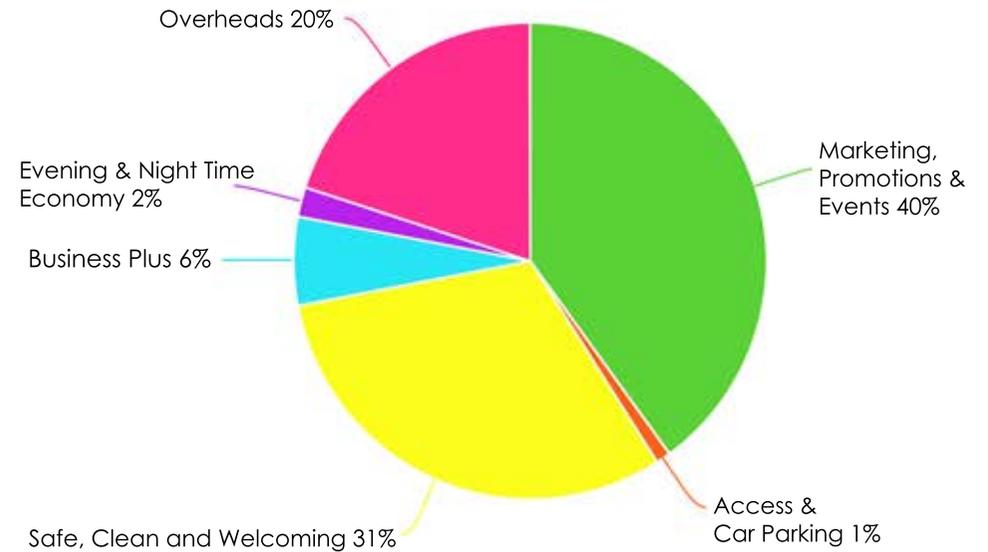
## Expenditure 2021

Objective 1   Marketing, Promotions and Events	196,935
Objective 2   Access and Car Parking	6,521
Objective 3   Safe, Clean and Welcoming	150,380
Objective 4   Business Plus	28,332
Objective 5   Evening and Night Time Economy	11,200
Overheads	98,639
<b>Total</b>	<b>492,007</b>
<b>Total Deficit For 2021</b> <i>(Covered by prior year recovery)</i>	<b>(21,814)</b>

## BID Levy



## Expenditure 2021



# Looking To The Future

The good news is that in 2022, we are going to do more to make Harrogate even more appealing, giving locals and visitors plenty of reasons to 'pop into town' time and time again.



In January our Street Ranger, whose main remit is to keep the town centre looking spick and span, will make his official debut. Look out for him and his branded electric vehicle complete with jet washer.

Our street cleansing crew will be back in March for the first of four major cleaning and weeding sessions, ensuring Harrogate looks its best in time for the Easter holiday.

Our barrier baskets and planters will again be giving Harrogate a vibrant burst of colour and clearly demonstrating why it is renowned as a floral town.

Working in partnership with LoyalFree, we will be creating a series of 'shop local' campaigns, aimed at promoting Harrogate as Yorkshire's number destination to 'shop, eat and drink'.

And whilst Covid limited what we could do in terms of on-street entertainment last year, in 2022 we will be showcasing some wonderful home-grown musical talent, who will be performing in the town centre over a series of weekends throughout the year.

Making a welcome return this summer is the Lego Trail – and the good news is we will be adding to the list of unique Harrogate models.

We will be raising a glass to the second Harrogate Beer Week, which again will see events held in pubs and bars across the town, promoting our evening and night time economy.

We are set to launch the #HasToBeHarrogate promotional campaign, which will shine a light on some of our superb businesses and features that set Harrogate apart.

On the back of the success of the Christmas Fayre, we are looking at hosting a series of pop-up markets, each with a different offering and appeal.

Keep your eyes peeled for more street art. Such have been the comments of the mural now adorning the side of Monsoon on Cross James Street, that we are seeking out other areas for a creative makeover.

We are looking at ways in which we can help businesses save money, which again will include some form of grant scheme.

Last year, we worked in partnership with a variety of different organisations - be it giving businesses a stronger voice, supporting efforts to reduce anti-social behaviour in the town, providing free parking or sponsoring a variety of events - and this year we intend to continue this approach.

Christmas 2021 was a highlight of the BID year, and in 2022 we will again be playing a major part in making Harrogate a winter wonderland. This helps support all town centre business at this crucial time in the retail and hospitality calendar.

With our 2022 plans, we want to create a 'surprise around every corner', and thanks to our Levy Payers, we will be able to achieve this.

*Working for our levy payers we will ensure our town centre excels  
as a place for business, to shop, visit and enjoy.*

# Your BID Team

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## **2021 Board Directors**

Sara Ferguson – Chair I Sasso and Caffè Marconi  
Karl Battersby – North Yorkshire County Council  
Sharon Canavar – Harrogate International Festivals  
Bokmun Chan – The Studley Hotel  
Martin Gerrard – Barclays Bank  
Nick Hubbert – Hoopers  
Jim Mossman – Cold Bath Brewing Company  
Dan Siddle – The Crown Hotel  
Andrea Thornborrow – Primark  
Wayne Topley – Cedar Court Hotel  
Trevor Watson – Harrogate Borough Council  
Richard Wheeldon – Berwins  
Lesley Wild – Bettys

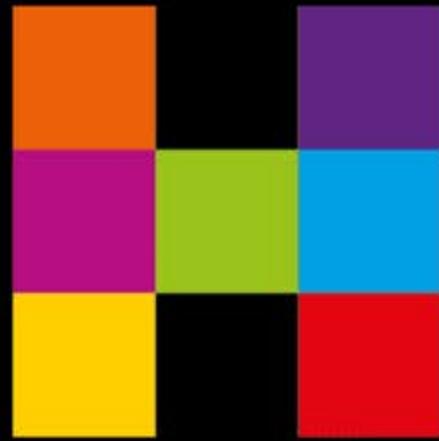
## **BID Staff Team**

Matthew Chapman - BID Manager  
Bethany Allen - Marketing and Business Executive  
Jo Caswell - Harrogate Host  
Chris Ashby - Street Ranger

## **BID External Support**

David Simister - PR and Communications  
Mike Briggs - Accountancy and Payroll





**HARROGATE**  
BUSINESS IMPROVEMENT DISTRICT